



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Approve One-Time Use of Grape Bowl as a Concert Venue

MEETING DATE: May 20, 2009

PREPARED BY: James M. Rodems – Interim Director/Parks and Recreation

RECOMMENDED ACTION: Approve the staff recommendation for one-time use of the Grape Bowl as a concert venue.

BACKGROUND INFORMATION: A local promoter has offered to bring a nationally known performer to the Grape Bowl in late July 2009 for a concert that will be made accessible to disabled concert-goers.

The promoter estimates attendance for a proposed concert will be between 4,000 and 6,000. Although the City Council in 2005 restricted the Grape Bowl's use to existing events and organizations, Parks and Recreation Department staff believes the facility's limitations can be mitigated through the use of wheelchair-accessible restroom trailers and concession stands.

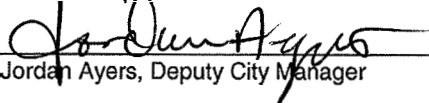
Revenue from this event could be used to defray the cost of permanent improvements to make the Grape Bowl more accessible, or for Parks and Recreation Department operating revenue. In light of the scarcity of funding and Department's desire to leverage existing assets for maximum public benefit, staff requests the City Council allow this one-time use as long as the promoter provides the facilities needed to meet Americans With Disabilities Act requirements.

The Grape Bowl has previously been used as a concert venue, with entertainers such as Lawrence Welk and the band Foreigner, which drew a crowd of more than 10,000 in 1978.

Staff is awaiting City Council approval before it discusses financial terms with the promoter.

FISCAL IMPACT: Allowing the Grape Bowl to be used as a concert venue has the potential to increase available funds for facility improvements or the Parks and Recreation Special Revenue Fund.

FUNDING AVAILABLE: None Required


Jordan Ayers, Deputy City Manager


James M. Rodems
Community Center Director

Attachments

APPROVED: 
Blair King, City Manager